

**Dr.R.Jeyalakshmi**

1. Published a paper titled, “A Study on anxiety regulation of male cricketers using Jacobson deep relaxation method” on Indian Journal of physical education, sports & Applied sciences, Vol- 11, Iss(1), Jan 2021, ISSN: 2229-550X (p); 2455-0175(e), doi no.:05-2016-44975451,DOI Link :: <http://doi-ds.org/doi/10.2021-29155995/IJPESAS/2021/JAN/V11/I1/A11>, Impact factor: 5.684, pp: 70-76
2. Published a paper titled, “ Correspondence between Monetary Policies and Stock Prices” on International Journal of Innovative Technology and Exploring Engineering (IJITEE)  
ISSN: 2278 -3075,Volume-9 Issue -4,February 2020, pp: 2809-2811.
3. Published a paper titled, “ A Study On Customer Behaviours Towards Shopping Mall”, on the Journal of the Gujarat Research Society, vol.12(17), Nov 2019.
4. Published a paper titled, “Comparative Analysis of volatility of share prices of banking sector” on the Journal of the Gujarat Research Society, vol.12(17), Nov 2019
5. Published a paper titled “ Impact of Direct-To-Home (DTH) on Indian Television Viewers on International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019, pp: 3064-3068.
6. Published a paper titled “ An Empirical Analysis on Promotional Strategies of Packed Savouries With Reference to Retailer’s Brands” in the International Journal on Global Business Management and Research, Volume 8, Issue 2, August 2019, ISSN 2278 8425, pp- 53-59.
7. Published a paper titled “ Nexus between new age marketing tools and buying behaviour of Echo boomers”, in International Journal for Research in Engineering Application & Management(IJREAM), ISSN:2454-9150, Vol-05, Issue-02, May 2019, pp: 96-100.
8. Published a paper titled “ Effect of TQM Practices in Large and Small Medium Electronic Companies in Tamil Nadu” in International Journal of Mechanical Engineering and Technology(IJMET), vol-9(4), April 2018, pp-802-808,; Journal impact factor(2016):9.2286.

9. Published a paper titled “ Potential Market identification for Petroleum Coke in South India” in M-Infiniti- Journal of Management, vol-12(1), April 2018, ISSN 0973-7197, pp-198-205.
10. Published a paper titled ”Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby” in Annamalai International Journal of Business Studies and Research, vol-8(2), ISSN: 0975-749X, September 2017, pp-57-64.
11. Published a paper titled “Credit Appraisal Process using Z-Score – A Study with reference to State Bank of India” in Sankalan International Multidisciplinary Peer Reviewed Research Journal, ISSN: 2454-9266vol-2(2), pp-594-597
12. Published a paper titled “Monetary Policies and the Indian Stock Market” in International Journal of Trade and Global Business Perspectives , ISSN(p):2319-9059, vol-5(3), July-September’ 2016, pp-2714-2719.
13. Published a paper titled “Macroeconomic Variables And Stock Market Volatility In China -A Study With Reference To Shangai Stock Exchange Composite Index” in International Journal On Advanced Research, Special Issue, ISSN-2347-8446, October 2015,pp -165-169.
14. Published a paper titled “The Impact of Macro Economic Factors- Indian Stock Market” in Annamalai International Journal of Business Science and Research, Special Issue, April 2015, ISSN- 0975-749X, pp-8-13.
15. Published a paper titled “A Study on Consumer Perception & Awareness towards Mitsubhi” in Sankhya International Journal of Management & Technology, ISSN 0975-3915, Vol 4, Issue 1, June 2013, pp-48-51.
16. Published a paper titled “A Study on CSR and Profitability- A Study with reference to P&G and HLL” in the Proceedings of National Conference held at Adhiparasakthi Engineering College, pp-45-49.

17. Mobile Commerce in India” in A Compendium of essays on Opportunities and Challenges in the current global business scenario, pp-144-145.